



# The Journey to Improve Digital User Experience

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**Methods**

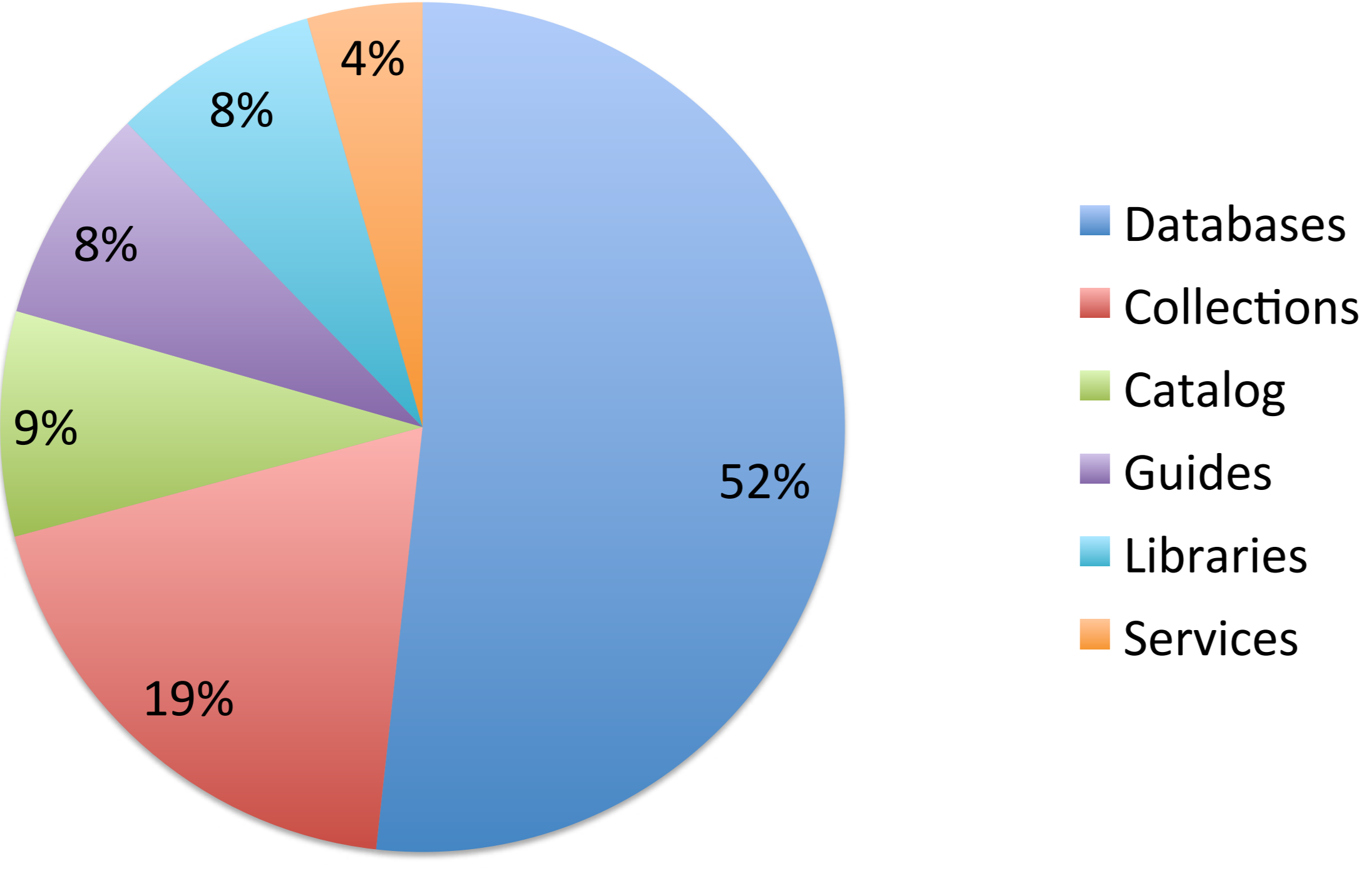
<p><b>Google Analytics</b></p> <ol style="list-style-type: none"> <li><b>Data Period:</b> Jan. - May, 2014</li> <li><b>Tool:</b> Google Analytics</li> <li><b>Process:</b> The data sets were grouped and combined into the legend categories in the graph.</li> </ol>	<p><b>User Survey</b></p> <ol style="list-style-type: none"> <li><b>Survey Period:</b> April - May, 2014</li> <li><b>Tool:</b> Survey Monkey</li> <li><b>Process:</b> The data sets were collected only online. There were 282 respondents, but only 165 responses were valid.</li> </ol>
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**1 Evaluation**

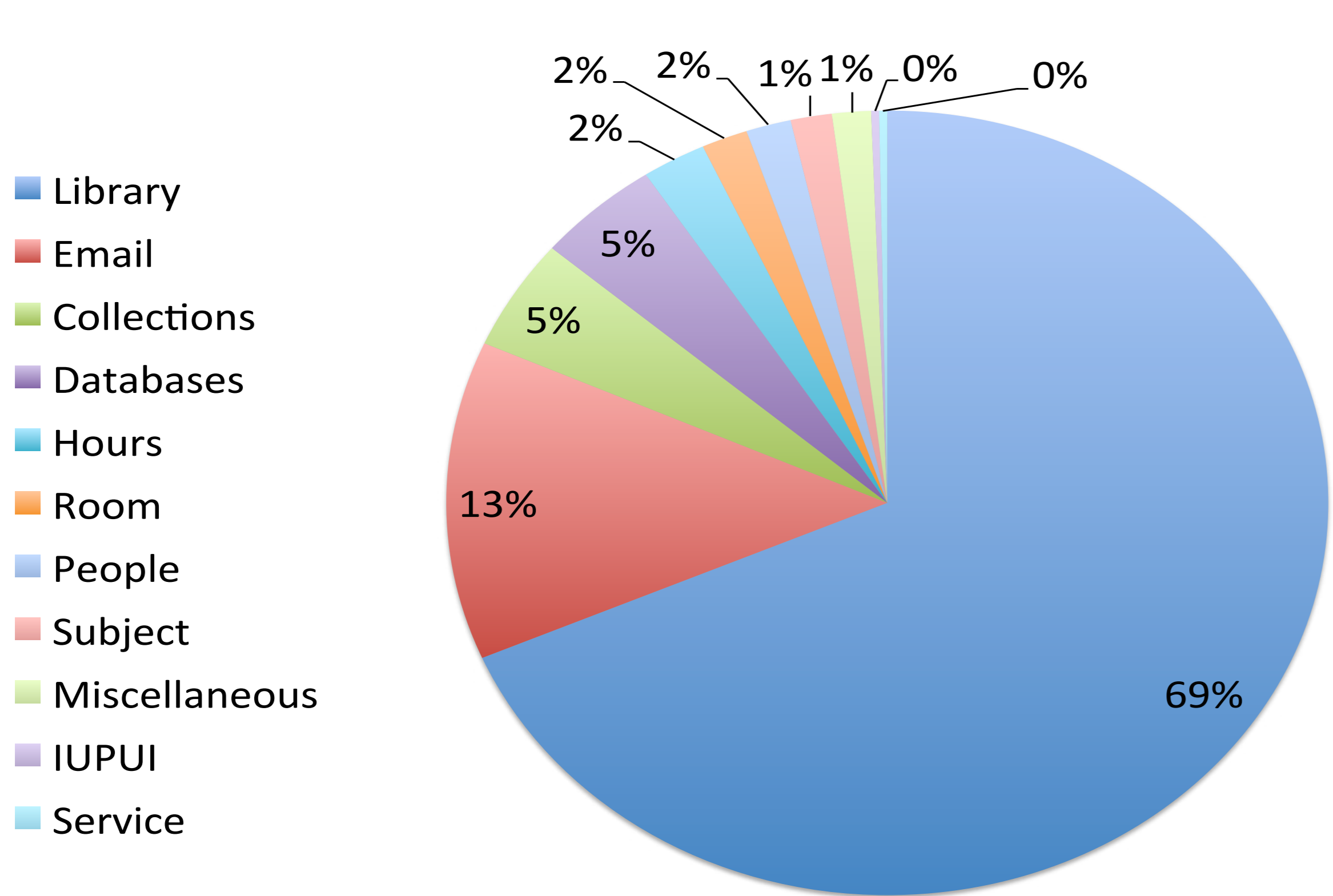
**2 User Analysis**

## Google Analytics

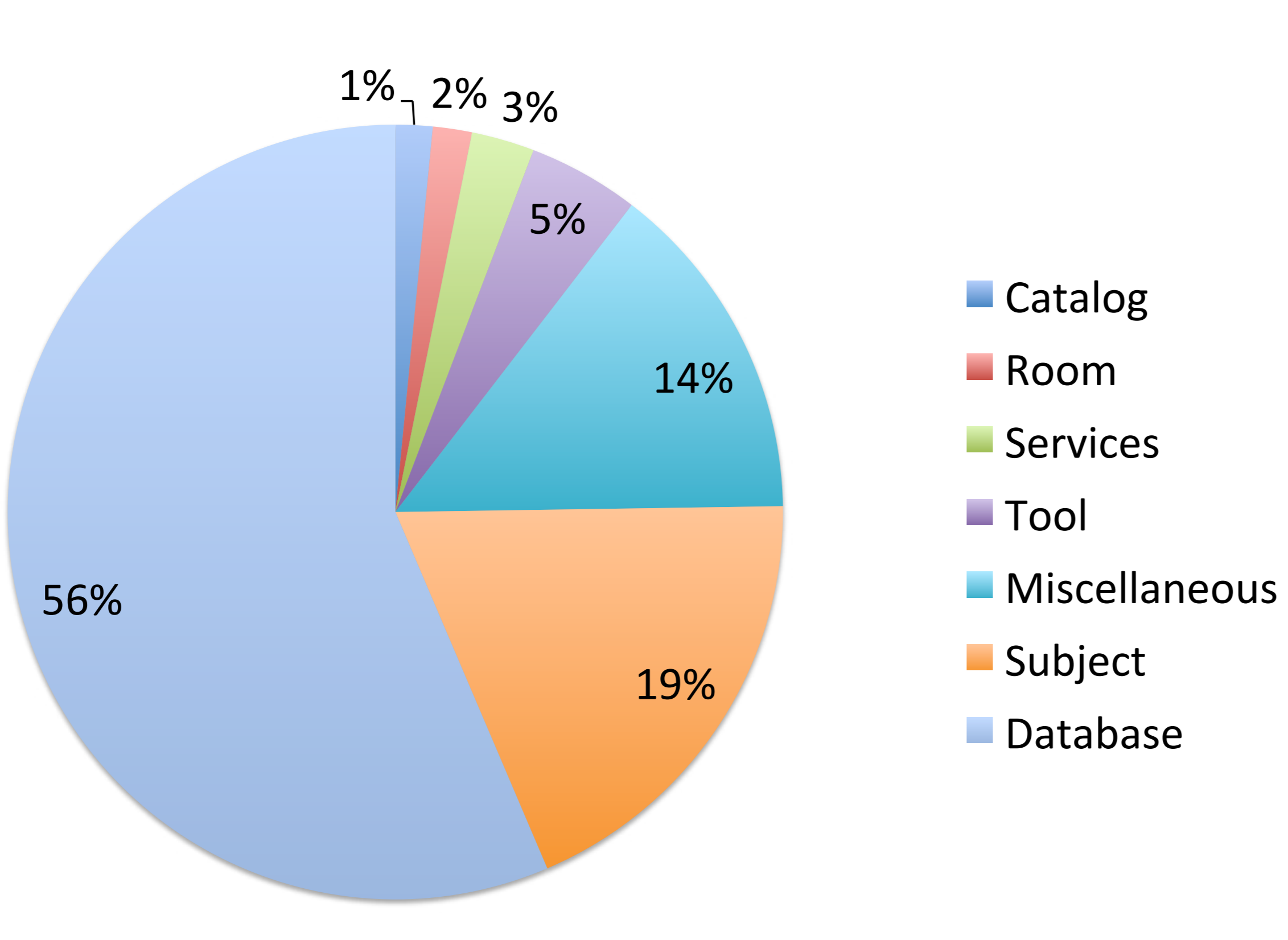
### Most Visited Pages



### Search Terms Used on the Search Engines

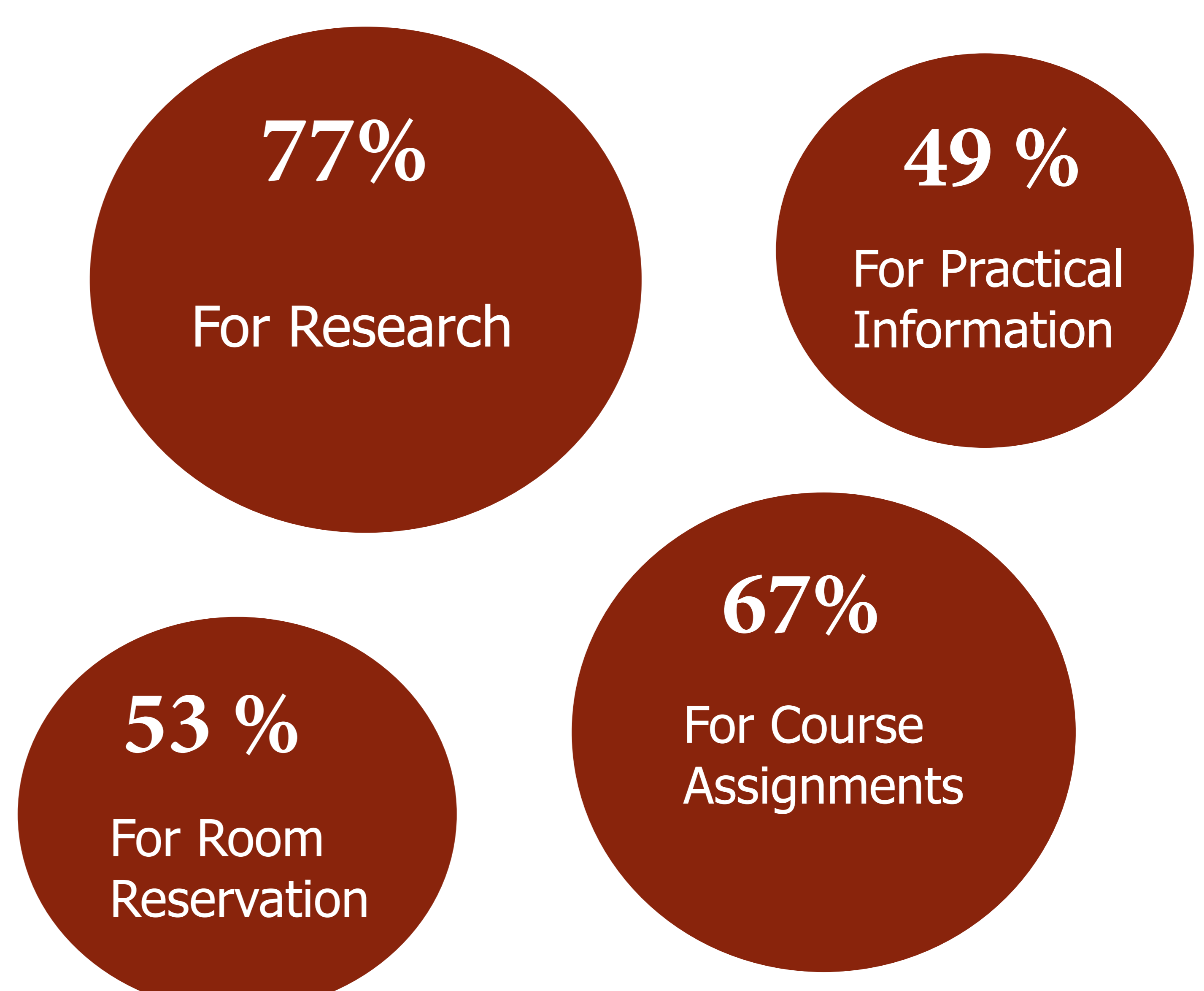


### Search Terms Used on the Website



## User Survey

### Main Reasons to Use the Website

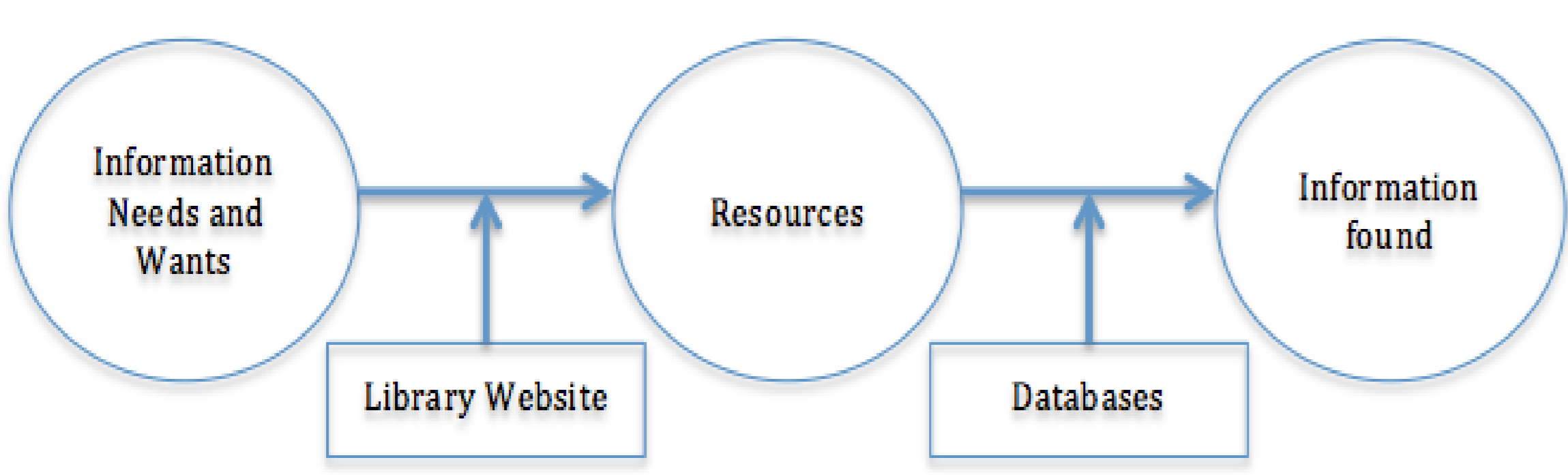


### Most Important Things for Users

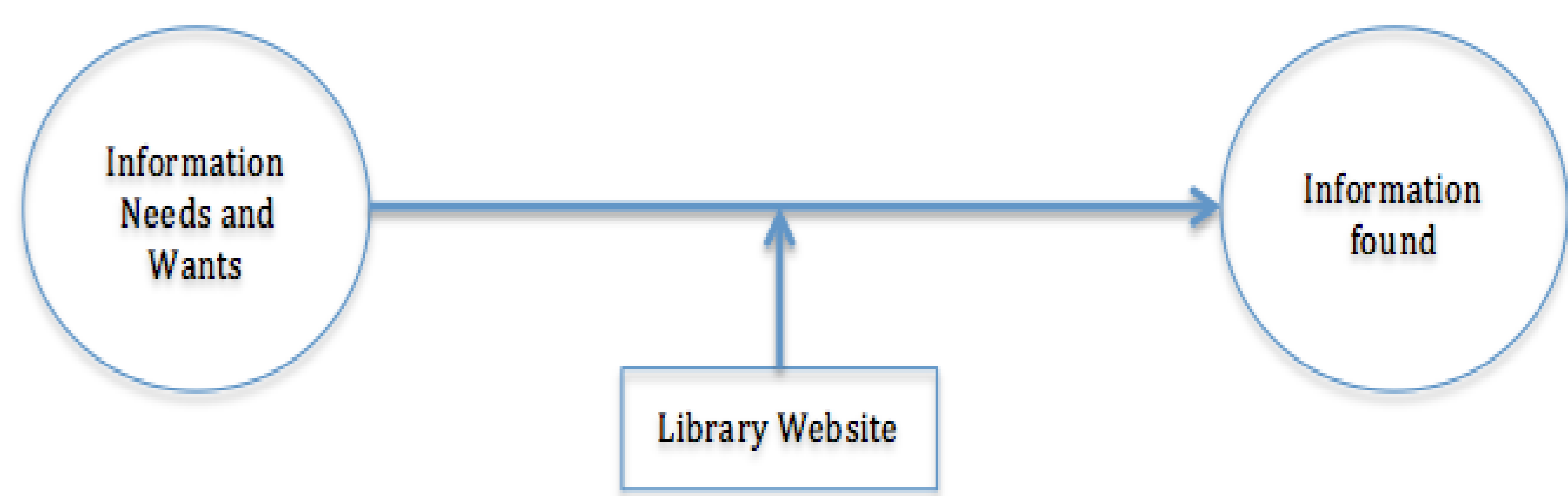
- Very Important:** Find books, articles, and other resources.
- Important:** Find course-related materials.
- Important:** Get information on libraries' location, opening hours, and contact information.
- Less Important:** See a list of new books.

## Insights

Library website as connection to library resources



Library website as information provider



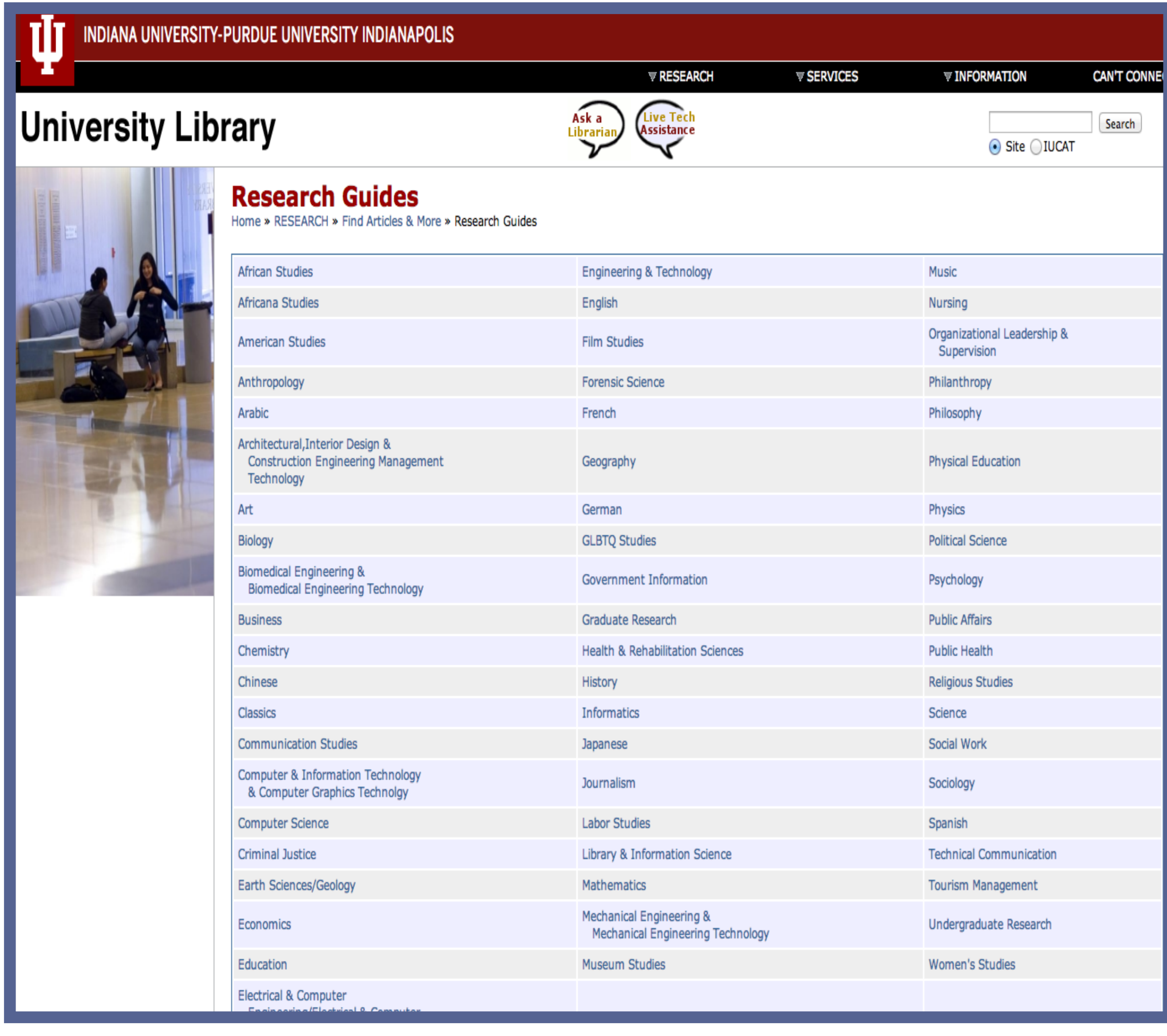
## What to Improve?

- Accessibility
- Findability
- Readability
- Usability

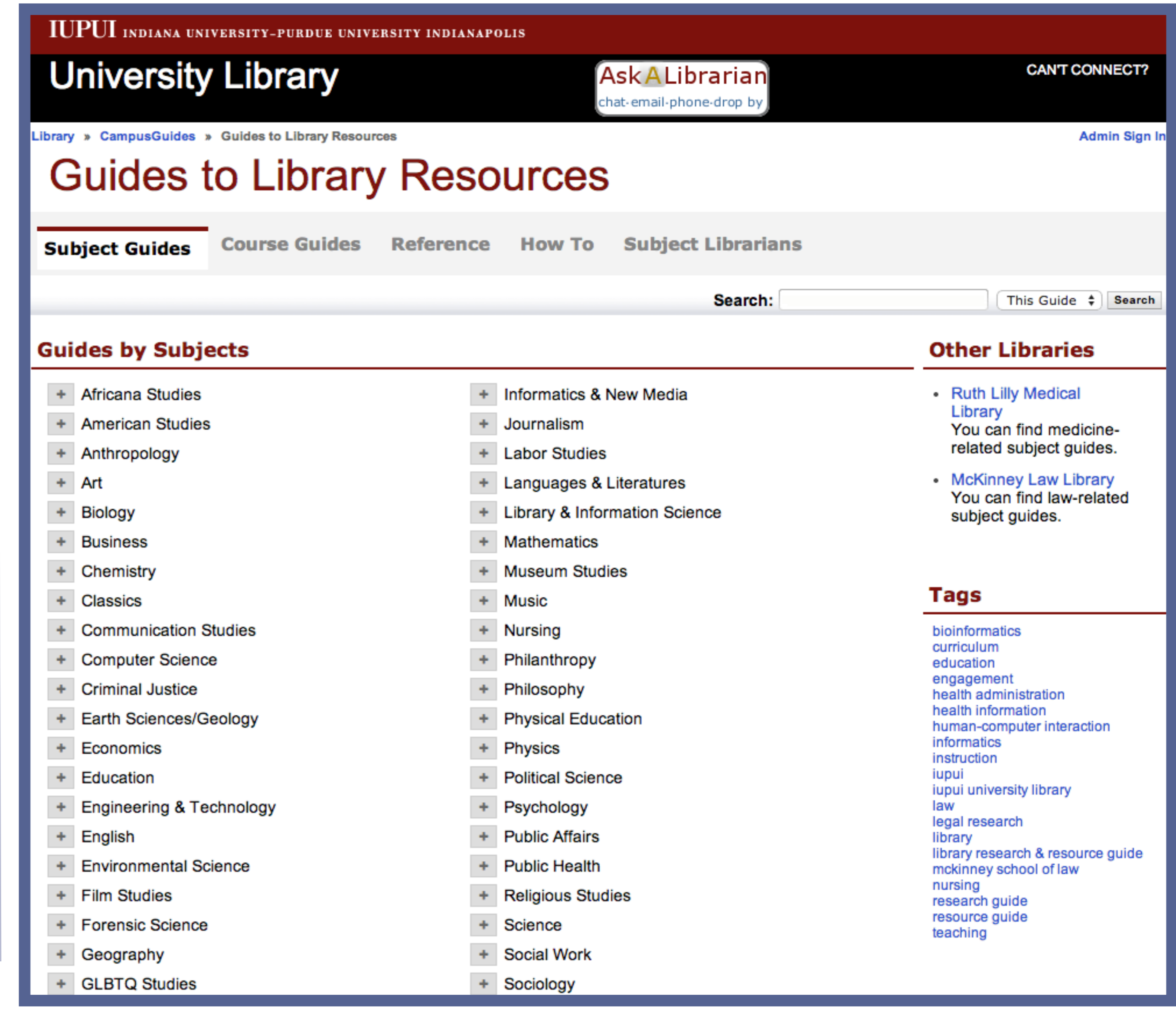
**3 Design**

## Example: List of Subject Guides

**Before**



**After**



**4 Test**

Well Connected with Resources  
Get Help When Encountering Difficulties

